

ORIGINAL

BEFORE THE
Federal Communications Commission
WASHINGTON, D.C.

In the Matter of)
)
Amendment of Section 73.202(b)) MM Docket No. 99-____
Table of Allotments) RM-_____
FM Broadcast Station)
(Oceanside, California and)
Encinitas, California))

To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

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JAN 14 1999

**FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY**

PETITION FOR RULE MAKING

Compass Radio of San Diego, Inc. ("Compass"), licensee of FM radio broadcast station KXST, Oceanside, California ("KXST"), by its attorneys, and pursuant to Sections 1.401(a), 1.420(i) and 73.202(b) of the Commission's Rules and Regulations, hereby petitions (this "Petition") the Commission to amend its FM Table of Allotments, Section 73.202(b) of the Commission's Rules, by reallocating Channel 271B from Oceanside, California to Encinitas, California and modifying KXST's license accordingly.

I. PRELIMINARY STATEMENT

Under Section 1.401 of the Commission's Rules, any interested party may petition the Commission to amend its rules and regulations. 47 C.F.R. § 1.401(a) (1997). By filing this Petition, Compass is requesting the Commission to amend its FM Table of Allotments with respect to the communities of Oceanside and Encinitas, California. 47 C.F.R. § 73.202(b) (1997). As shown below, because this proposal would result in a preferential new arrangement of allotments under the Commission's own guidelines, the public interest will be served by

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amending the FM Table of Allotments as requested herein, and by modifying the license for KXST accordingly.

II. ARGUMENT

A. Compass' Proposal Is Not Subject to Any Competing Expressions of Interest

This Petition is also being filed pursuant to Section 1.420(i) of the Commission's Rules which allows the FCC to modify a station's authorization to specify a new community of license, without affording other interested parties an opportunity to file competing expressions of interest, where, as here, the proposed allotment is mutually exclusive with the licensee's present assignment. See Modification of FM and TV Authorizations to Specify a New Community of License, 4 FCC Rcd 4870 (1989), recon. granted in part, 5 FCC Rcd 7094 (1990) ("Modification Report and Order"). As demonstrated by Exhibit A of the Technical Narrative attached hereto, the requested reallocation of Channel 271B to Encinitas, and the proposed modification of KXST's license, are mutually exclusive with KXST's currently-authorized operations. Accordingly, the Commission may reallocate Channel 271B without granting an opportunity to other parties to file competing expressions of interest.

B. Compass' Proposal Does Not Violate the FCC's Separation Requirements

KXST is shortspaced, on a grandfathered basis, with KGB-FM, San Diego, California, and KSCA(FM), Glendale, California. See Exhibit B of the Technical Narrative. However, as shown in Exhibit A of the Technical Narrative, Compass' proposal does not involve a transmitter site relocation. Because this proposed reallocation will not affect any existing grandfathered short spacings, and no new short spacings will be created, this proposal is acceptable. See Newnan and Peachtree, Georgia, 7 FCC Rcd 6307 (1992).

C. Compass' Proposal Meets the FCC's Prerequisites and FM Allotment Priorities

The Commission has set forth two prerequisites before it will approve a "city of license change" FM allotment request: (1) the former community shall not be deprived of its only existing local aural transmission service; and (2) the modification will result in a "preferential arrangement of allotments" under current FM allotment priorities. Modification Report and Order, 4 FCC Rcd at 4874. The Commission's FM allotment criteria priorities are, in descending order of importance: (1) provision for first full-time aural reception service; (2) provision for second full-time aural reception service; (3) provision for first local transmission service; and (4) provision for other public interest factors. Change of Community Report and Order, 4 FCC Rcd at 4873.

1. First Prerequisite: Reallotment of KXST Will Not Deprive Oceanside, California of its Only Existing Aural Broadcast Service

In addition to KXST, non-commercial full-time AM broadcast station KKSM, which is licensed to Palomar Community College District, is also licensed to Oceanside. The Commission has held that for FM reallotment purposes, a non-commercial station constitutes a local aural transmission service. See, e.g., Brunswick and Waycross, Georgia (1992); Valley Broadcasters, Inc., 5 FCC Rcd 2785 (1990). Therefore, this proposed allotment satisfies the first prerequisite as Oceanside would continue to have available a local transmission service provided by KKSM.

2. Second Prerequisite: The Relocation of KXST to Encinitas, California Constitutes a Preferential New Arrangement of Allotments Under Established Commission Priorities

a. The First Two FM Allotment Priorities are not Material

KXST provides full city-grade coverage to both Oceanside and Encinitas from its currently authorized transmitter site. See Exhibit A of the Technical Narrative. Moreover, Oceanside receives at least 24 full-time AM and FM broadcast reception services. See Exhibit C of the Technical Narrative. Because no transmitter site relocation is proposed, Oceanside will continue to receive the same number of aural broadcast services under Compass' proposal. As Oceanside already receives more than 5 full-time aural broadcast reception services, it is considered to be well-served from a reception service standpoint. See Winner and Wessington Springs, South Dakota, 11 FCC Rcd 6663 (1996). Therefore, the first two allotment priorities set forth by the Commission are not material to a public interest determination in this proceeding

b. The Third Allotment Priority, First Local Transmission Service, is Decisional in this Proceeding

The Commission's third FM allotment priority is material and decisional in this case since Compass' proposal to relocate KXST would provide Encinitas with its first local transmission service, while Oceanside would continue to receive local transmission service from KKSM.

i. Encinitas, California is a "Community" Under the Commission's Allotment Criteria

Encinitas evidences all of the community indicia that the Commission has looked to in determining whether a community deserves to have its own first local broadcast transmission service. See, e.g., Arcadia and Fort Meade, Florida, MM Docket No. 97-159 (Released July 18, 1997). Known as the Flower Capital of the World, Encinitas was incorporated on October 1,

1986. Encinitas is a community recognized by the 1990 United States Census with a population of 55,386. According to a study performed by SANDAG/Sourcepoint, attached hereto, the Encinitas population grew to 57,574 persons by January 1, 1997, an increase of 4 percent. The Encinitas government is administered by a five-member City Council and a city manager. In addition, Encinitas has its own fire department, two hospitals, water and sewer departments, public library, and its own school district that includes nine public elementary schools and three public high schools. There are also a number of private schools in Encinitas, as well as a local campus for a nearby college. The population is diverse, served by at least 25 different churches, numerous commercial businesses, and various community organizations, including the YMCA, a local chapter of the Boys and Girls Club, the Rancho Coastal Humane Society, a visitors center, senior center and a community resource center. There are also 10 public beaches, a botanical garden, and parks located in Encinitas.

As shown, Encinitas possesses the requisite "social, economic and cultural components that are commonly associated with community status," and therefore Encinitas should be considered a "community" worthy of its own first local transmission service. See Semora, North Carolina, 5 FCC Rcd 934 (1990).

ii. KXST would not be Moving Into a Urbanized Area For the First Time

When a petitioner proposes an FM allotment for a community which does not have its own local aural transmission service, and that community is located in an Urbanized Area,¹ generally the FCC presumes interdependence between such community and the Urbanized Area,

¹The Census Bureau defines an Urbanized Area as consisting of a central community and adjacent densely settled areas that together have a minimum of 50,000 persons. See Section 307 (b) Preferences Within Metropolitan Areas, 48 Fed. Reg. 19428 (1983).

and the local transmission services licensed to all of the communities within the Urbanized Area are attributed to the community in question. See Faye and Richard Tuck, 3 FCC Rcd 5374 (1988) (“Tuck”). However, no presumption of interdependence exists when the current community of license and the proposed community are already both located in the same Urbanized Area. In such circumstances, a Tuck analysis is inapplicable as the station is not “moving into” an Urbanized Area. See Georgetown and Garden City, South Carolina, 12 FCC Rcd 13,394 (1997); Boulder and Lafayette, Colorado, 11 FCC Rcd 3632 (1996); East Los Angeles, et al., California, 10 FCC Rcd 2864 (1995).

As shown in Exhibit A of the Technical Narrative, Oceanside and Encinitas are both located in the San Diego Urbanized Area. Under Compass’ proposal, KXST would not be “moving into” the San Diego Urbanized Area, as it is already there. Thus, no presumption of interdependence exists and no showing under Tuck is required. In any event, Compass has already demonstrated Encinitas’ independence.

C. The Fourth Allotment Priority, the Public Interest Factor, is Served by the Proposed Move to Encinitas

The FCC has already concluded that it is in the public interest to award a community its first local aural transmission service. See Newnan and Peachtree, Georgia 7 FCC Rcd at 6308. Thus, by allotting FM Channel 271B to Encinitas, the public interest will be served by providing it with a locally based transmission service that otherwise does not exist. Because no transmitter site relocation is proposed, no loss area will result that would cause listeners to lose any existing broadcast reception services.

D. Compass' Declaration of Intent

If Compass' proposal set forth herein is adopted, Compass intends to promptly file the appropriate application for Channel 271B at Encinitas, California. Since no other change in KXST's facilities is involved, no commitment regarding construction is required.

E. Compass' Proposal Requires Mexican Concurrence

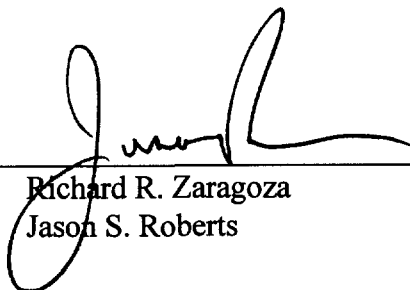
Encinitas is within 199 miles of the "common border" between the United States and Mexico as set forth in the 1992 Mexico-United States FM Broadcasting Agreement. See 47 C.F.R. § 73.207(b)(3) (1997). Compass therefore respectfully petitions the Commission to request from Mexico that a coordinated allotment be made for Encinitas, California on Channel 271B. Because Compass's existing transmitter site meets all separation requirements toward identifiable Mexican stations and allotments as a Class B station, and because this proposal does not involve a change in the KXST transmitter site, this proposal meets all separation requirements toward identifiable Mexican stations and allotments as a Class B station. See Exhibit B of the Technical Narrative.

III. CONCLUSION

Based on the foregoing, Compass Radio of San Diego, Inc. respectfully requests the Commission to promptly initiate the rule making requested herein to reallocate FM Channel 271B from Oceanside, California to Encinitas, California and to modify the license of radio station KXST accordingly.

Respectfully submitted,

COMPASS RADIO OF SAN DIEGO, INC.

By: 
Richard R. Zaragoza
Jason S. Roberts
Its Attorneys

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Dated: January 14, 1999

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Compass Radio of San Diego, Inc.
Petition for Rule Making
Amendment of Section 73.202(b) Table of Allotments
KXST(FM), Oceanside, California

TECHNICAL NARRATIVE

TECHNICAL NARRATIVE

This technical showing is prepared to support the petition being submitted herewith by Compass Radio of San Diego, Inc., licensee of KXST (FM) Oceanside, California, proposing that the Commission amend its FM Table of Allotments by reallocating FM Channel 271B from Oceanside, California to Encinitas, California, and modifying the license for KXST accordingly. This proposal is to render in a first local transmission service to Encinitas, California.

According to the 1990 US Census, Encinitas, California is defined as a "city" and has a population of 55,386 persons in 22,123 households. The city is located in San Diego County and is within the Urbanized Area of San Diego, CA, as is the current community of license for KXST. An FM allocation study showed that there are currently no existing or proposed channel allotments for Encinitas.

As shown in Exhibit A attached hereto, no transmitter site relocation is proposed by this petition. Therefore, the proposed reference coordinates for the Encinitas allotment are the same as the currently licensed coordinates for KXST, which are as follows:

33° 06' 40" North Latitude, 117° 12' 05" West Longitude

Exhibit A demonstrates that from the current transmitter site, the 3.16mV/m signal contour of KXST encompasses the entire city of Encinitas, California, and therefore this proposal meets the signal coverage requirements under Section §73.315 of the Commission's Rules.

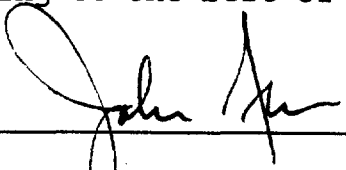
Exhibit B demonstrates that this reallocation request meets all spacing requirements as set forth under Section §73.207 of the Commission's Rules, except for existing grandfathered short spacings to KGB-FM, operating on Channel 268B, San Diego, California and KSCA(FM), operating on Channel 270B, Glendale, California. Because no transmitter site relocation is proposed by this petition, this reallocation will not affect these existing grandfathered short spacings, and no new short spacings will be created. This proposal is therefore acceptable.

Since the proposed transmitter site for KXST is the same as the currently authorized site, there is no gain or loss in coverage or population, and no areas of gray or white areas exist. See Exhibit C. As shown in Exhibit C, Oceanside will continue to receive at least 24 full-time AM and FM broadcast city grade reception services, and therefore the community will continue to be well-served. In addition, AM radio broadcast station KKSM, operating on a full-time basis on 1320 kHz at 500 watts, will remain licensed to Oceanside,

and therefore the community will continue to receive local aural transmission service.

Encinitas is within 199 miles of what is considered the common border area between the United States and Mexico. See 1992 Mexico-United States FM Broadcasting Agreement. It is respectfully requested that the Commission request from Mexico that a coordinated allotment be made for Encinitas, California on Channel 271B. The proposed reference point for Channel 271B operating at 14.5 kW/249m HAAT facilities meets all pertinent separation requirements toward identifiable Mexican stations and allotments as a Class B station. See Exhibit B.

I, John R. Furr, hereby certify that my qualifications are a matter of record with the FCC, the foregoing Technical Statement and attached exhibits were prepared by me or under my direction, and are true and correct according to the best of my knowledge and belief.



John R. Furr

Dated: January 12, 1999

JF&A
COMMUNICATIONS
CONSULTANTS

KXST
ENCINITAS, CA
TECHNICAL NARRATIVE

01-07-1999

John Furr & Associates Inc.

PAGE 1

FM Study for: KXST
 Location: ENCINITAS, CA
 Call City, State
 Status Proponent

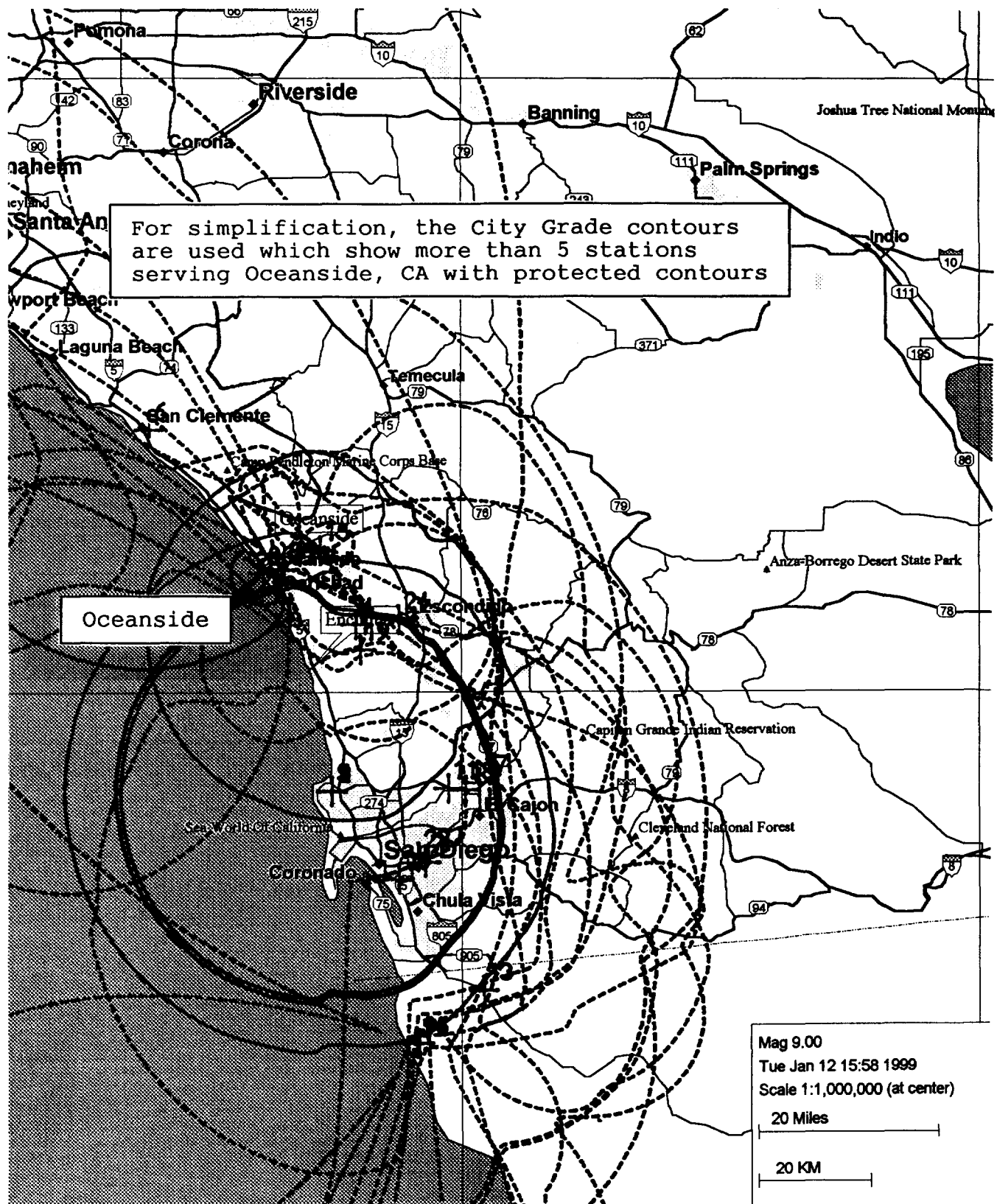
FCC Database Date: 12/98
 Channel Class: B
 Chan Class Freq kW Latitude Dist.
 File Number HAAT Longitude Azm. Clear (km)

 >>>>>>> Study For Channel 271 102.1 mHz <<<<<<<<

KXST	OCEANSIDE, CA	271 B	102.1	14.5	33-06-40	0.0	241	
LIC	COMPASS RADIO OF SAN	BLH-971028KB	249	117-12-05	0.0	-241.0	SHORT	
KGBFM	SAN DIEGO, CA	268 B	101.5	50.	32-43-49	43.6	74	
LIC	KGB, INCORPORATED	BLH-5537	152	117-05-01	165.3	-30.4	SHORT	
	Use of 73.215 for short spacing requires:	71				-27.4	SHORT	
Grandfathered at 50 kW ERP and 152 meters HAAT								
Proposed to Mexico as C on 910620-Accepted by Mexico as C 920228								
KSCA	GLENDALE, CA	270 B	101.9	4.8	34-13-26	147.0	169	
LIC	GOLDEN WEST BROADCAST	BLH-960228KA	863	118-03-45	327.3	-22.0	SHORT	
	Use of 73.215 for short spacing requires:	145				+2.0	CLOSE	
Proposed to Mexico as C 910610-Accepted by Mexico 911015								
ALLOC	TIJUANA, BN	273 B	102.5		32-31-26	66.28	65	
		-			0 117-04-49	170.1	+1.28	CLOSE
Limited to 0.4kw ERP @ 50m HAAT along 347 deg azimuth.								
KJJZ	INDIO, CA	272 A	102.3	0.6	33-48-07	118.8	113	
LIC	MIRAGE BROADCASTING C	BLH-930401KE	179	116-13-29	49.6	+5.8	CLOSE	
XHUANF	TIJUANA, BN	273 B	102.5	0.40	32-29-14	72.1	65	
		-			238 116-59-20	163.9	+7.1	CLOSE
XHPFFM	MEXICALI, BN	270 B	101.9	14.8	32-38-37	171.4	164	
		-			35 115-27-09	107.1	+7.4	CLOSE
ALLOC	MEXICALI, BN	270 B	101.9		32-38-37	171.4	164	
		-			0 115-27-09	107.1	+7.4	CLOSE
KJJZ	INDIO, CA	272 A	102.3	2.6	33-52-14	123.6	113	73.215
CP	RM BROADCASTING, LLC	BPH-961031IE	101	116-13-39	46.8	+10.6	CLOSE	
KZXYFM	APPLE VALLEY, CA	272 A	102.3	6.0+	34-24-40	144.2	113	
LIC	RUBY BROADCASTING, IN	BLH-920428KB	100	117-11-09	0.6	+31.2	CLEAR	
Proposed to Mexico as B on 901004-Accepted by Mexico as B on 910313								
KJLH	COMPTON, CA	272 A	102.3	5.6	33-59-52	145.7	113	
CP	TAXI PRODUCTIONS, INC	BPH-920731IH	103	118-21-32	312.8	+32.7	CLEAR	
Accepted By Mexico as Class B on 940215								
KJLH	COMPTON, CA	272 A	102.3	2.25	33-59-52	145.7	113	
LIC	TAXI PRODUCTIONS, INC	BMLH-890424KB	103	118-21-32	312.8	+32.7	CLEAR	
Accepted By Mexico as Class B on 940215								

JF&A
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 CONSULTANTS

KXST
 ENCINITAS, CA
 EXHIBIT A



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KXST
ENCINITAS, CA
EXHIBIT C

01-12-1999

John Furr & Associates Inc.

FCC Database Date: 1/99

PAGE 1

# CALL STATUS	LOCATION STATE	CHANNEL CLASS	POWER	LATITUDE LONGITUDE	DISTANCE BEARING	OCEAN 5 mV/m
OCEAN CTY	OCEANSIDE CA	0 Class B	0.2 kW	33-11-45 117-22-43	Source Station	
1 KJQY LIC	SAN DIEGO CA BLH-970326KB	231 Class B	100.0 kW	32-50-21 117-14-57	41 km 338 dg	6 km 48 km +10 km
2 KYXY LIC	SAN DIEGO CA BLH-811016AE	243 Class B	41.0 kW	32-50-17 117-14-56	41 km 338 dg	6 km 39 km +1 km
3 KFMBFM LIC	SAN DIEGO CA BMLH-830406AF	264 Class B	30.0 kW	32-50-17 117-14-56	41 km 338 dg	6 km 38 km +0 km
4 KXST LIC	OCEANSIDE CA BLH-971028KB	271 Class B	14.5 kW	33-06-40 117-12-05	19 km 295 dg	4 km 36 km +21 km
5 KPLN LIC	SAN DIEGO CA BLH-5061	279 Class B	36.0 kW	32-50-21 117-14-57	41 km 338 dg	6 km 39 km +1 km
6 KWVE LIC	SAN CLEMENTE CA BMLH-900619KA	300 Class B	50.0 kW	33-25-52 117-35-47	33 km 147 dg	6 km 42 km +12 km
7 KOGO LIC	SAN DIEGO CA -	600 Class B	5.0 kW	32-43-17 117-04-11	60 km 325 dg	5 km 84 km +28 km
8 KFI LIC	LOS ANGELES CA -	640 Class A	50.0 kW	33-52-47 ND 118-00-47	96 km 140 dg	6 km 161 km +69 km
9 XETRA OPR	TIJUANA BN -	690 Class A	50.0 kW	32-25-30 DA 117-05-15	90 km 345 dg	6 km 176 km +90 km
10 KBRT LIC	AVALON CA -	740 Class D	10.0 kW	33-21-36 DA 118-22-18	94 km 105 dg	0 km 109 km +19 km
11 KFMB LIC	SAN DIEGO CA BL-920526AE	760 Class B	5.0 kW	32-50-33 ND 117-01-30	51 km 325 dg	4 km 69 km +21 km
12 KABC LIC	LOS ANGELES CA -	790 Class B	5.0 kW	34-01-41 ND 118-22-22	131 km 130 dg	6 km 130 km +4 km
13 XEMO OPR	TIJUANA BN -	860 Class B	5.0 kW	32-30-39 ND 116-57-30	86 km 340 dg	6 km 128 km +47 km
14 XEKAM OPR	TIJUANA BN -	950 Class B	10.0 kW	32-25-30 DA 117-05-20	90 km 345 dg	6 km 91 km +5 km
15 KCEO LIC	VISTA CA BL-830331AA	1000 Class B	2.5 kW	33-13-59 DA 117-16-09	11 km 245 dg	4 km 54 km +47 km

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CONSULTANTS

KXST
ENCINITAS, CA
EXHIBIT C

PAGE 2

FCC Database Date: 1/99

# CALL STATUS	LOCATION STATE	CHANNEL CLASS	POWER	LATITUDE LONGITUDE	DISTANCE BEARING	OCEAN 5 mV/m
16 XEPRS OPR	ROSARITO BN -	1090 Class A	50.0 kW ND	32-25-30 117-05-00	90 km 345 dg	6 km 103 km +17 km
17 KSDO LIC	SAN DIEGO CA BL-910620AB	1130 Class B	10.0 kW DA	32-51-04 116-57-51	54 km 310 dg	4 km 62 km +11 km
18 KCBQ LIC	SAN DIEGO CA -	1170 Class B	50.0 kW DA	32-50-22 116-59-31	54 km 320 dg	4 km 51 km +1 km
19 KPRZ LIC	SAN MARCOS-POWAY CA BL-900309AE	1210 Class B	20.0 kW DA	33-04-12 117-11-35	22 km 305 dg	4 km 38 km +20 km
20 KSON LIC	SAN DIEGO CA -	1240 Class C	1.0 kW ND	32-41-40 117-07-17	61 km 340 dg	6 km 58 km +1 km
21 KKSM LIC	OCEANSIDE CA -	1320 Class B	0.5 kW DA	33-12-08 117-20-17	4 km 255 dg	4 km 34 km +33 km
22 KWKW LIC	LOS ANGELES CA -	1330 Class B	5.0 kW ND	34-01-10 118-20-42	128 km 130 dg	6 km 136 km +12 km
23 KPOP LIC	SAN DIEGO CA -	1360 Class B	5.0 kW ND	32-43-49 117-05-01	59 km 335 dg	5 km 117 km +62 km
24 KSPA LIC	ESCONDIDO CA -	1450 Class C	1.0 kW ND	33-07-11 117-07-07	26 km 285 dg	4 km 24 km +2 km

FCC limit of 6 stations total with 4 in one service
 Total of 24 stations comprise the market of:
 OCEAN CTY OCEANSIDE, CA

Compass Radio of San Diego, Inc.
Petition for Rule Making
Amendment of Section 73.202(b) Table of Allotments
KXST(FM), Oceanside, California

SANDAG/SOURCEPOINT STUDY

POPULATION AND ECONOMIC CHARACTERISTICS

City of Encinitas

Population and Housing Estimates

	1990 <u>Census</u>	Jan. 1 <u>1997</u>	<u>1990 - 1997 Change</u>	
			<u>Numeric</u>	<u>Percent</u>
TOTAL POPULATION	55,386	57,574	2,188	4.0%
Household Population	53,499	55,674	2,175	4.1%
Group Quarters Population	1,887	1,900	13	0.7%
TOTAL HOUSING UNITS	22,123	22,709	586	2.6%
OCCUPIED HOUSING UNITS¹	20,782	21,333	551	2.7%
VACANCY RATE	6.1%	6.1%	0.0%	0.0%
PERSONS PER HOUSEHOLD	2.57	2.61	0.04	1.6%

Household Income Estimates

Households by Income Range²

	1990 <u>Census</u>	Jan. 1 <u>1997</u>	<u>1990 - 1997 Change</u>	
			<u>Numeric</u>	<u>Percent</u>
Less than \$10,000	1,411	1,026	-385	-27.3%
\$10,000-\$14,999	1,090	832	-258	-23.7%
\$15,000-\$24,999	2,416	1,975	-441	-18.3%
\$25,000-\$34,999	2,608	2,354	-254	-9.7%
\$35,000-\$49,999	3,790	3,726	-64	-1.7%
\$50,000-\$74,999	4,482	4,751	269	6.0%
\$75,000-\$99,999	2,467	2,885	418	16.9%
\$100,000 or more	2,639	3,784	1,145	43.4%
Total Households¹	20,903	21,333	430	2.1%

Median Household Income²

	1990 <u>Census</u>	Jan. 1 <u>1997</u>	<u>1990 - 1997 Change</u>	
			<u>Numeric</u>	<u>Percent</u>
Current Dollars	\$46,583	\$53,966	\$7,383	15.8%
Constant (1989) Dollars	\$46,583	\$43,803	-\$2,780	-6.0%

1. The definition of households and occupied housing units is the same, but 1990 totals may differ because the number of occupied housing units is based on the 100% census count, while the number of households by income range is based on the sample count.

2. The number of households by income range and median income for 1990 may differ slightly from previously published 1990 census data.

POPULATION AND ECONOMIC CHARACTERISTICS

City of Encinitas

Population Estimates by Age and Ethnicity

January 1, 1997 Population

	<u>Hispanic</u>	<u>White</u> ¹	<u>Black</u> ¹	<u>Asian/Other</u> ¹	<u>Total</u>
Under 5	1,192	2,820	29	197	4,238
5 to 9	884	2,929	27	151	3,991
10 to 14	729	2,722	17	132	3,600
15 to 19	717	2,268	19	131	3,135
20 to 24	931	2,348	26	134	3,439
25 to 29	1,124	2,653	35	137	3,949
30 to 34	1,127	3,455	41	172	4,795
35 to 39	1,027	4,343	36	200	5,606
40 to 44	798	5,058	30	196	6,082
45 to 49	631	4,145	14	182	4,972
50 to 54	422	3,245	10	137	3,814
55 to 59	301	2,057	8	100	2,466
60 to 64	221	1,636	9	72	1,938
65 to 69	169	1,392	4	47	1,612
70 to 74	105	1,271	4	40	1,420
75 and over	132	2,319	2	64	2,517
All Age Groups	10,510	44,661	311	2,092	57,574
Percent of Total	18%	78%	1%	4%	100%
Median Age	28.6	38.6	30.3	34.8	36.5

1990 Census Population²

	<u>Hispanic</u>	<u>White</u> ¹	<u>Black</u> ¹	<u>Asian/Other</u> ¹	<u>Total</u>
Under 5	674	3,070	14	123	3,881
5 to 9	633	2,924	20	114	3,691
10 to 14	572	2,417	14	122	3,125
15 to 19	890	2,214	20	127	3,251
20 to 24	1,323	2,568	29	126	4,046
25 to 29	1,113	3,984	38	165	5,300
30 to 34	950	4,898	38	219	6,105
35 to 39	670	5,633	29	187	6,519
40 to 44	503	4,811	29	156	5,499
45 to 49	323	3,037	13	123	3,496
50 to 54	249	1,717	10	86	2,062
55 to 59	166	1,462	8	62	1,698
60 to 64	154	1,443	10	51	1,658
65 to 69	95	1,456	2	52	1,605
70 to 74	46	1,165	5	30	1,246
75 and over	85	2,082	2	35	2,204
All Age Groups	8,446	44,881	281	1,778	55,386
Percent of Total	15%	81%	1%	3%	100%
Median Age ²	25.6	35.2	30.8	32.4	33.5

1. Non-Hispanic

2. Ethnic and age group totals and median ages may differ slightly from previously published 1990 census data.

POPULATION AND ECONOMIC CHARACTERISTICS

City of Encinitas

Employment Estimates

	<u>1990</u>	<u>1995</u>	<u>1990 - 1995 Change</u>	
			<u>Numeric</u>	<u>Percent</u>
Wage and Salary Employment	18,572	19,717	1,145	6.2%
Self-Employed ²	3,719	3,038	-681	-18.3%
Military	0	0	0	0.0%
Total Employment	22,291	22,755	464	2.1%

1995 Employment by Industry³

<u>Industry</u>	<u>Sites</u>	<u>Employment</u>	<u>Share</u>
Agriculture and Mining	27	2,354	12%
Construction	136	699	4%
Manufacturing	83	657	3%
Transportation, Communication and Utilities	49	273	1%
Wholesale Trade	157	1,129	6%
Retail Trade	630	4,527	23%
Finance, Insurance and Real Estate	227	1,000	5%
Services	1,268	7,201	37%
Government	30	1,877	10%
Military	0	0	0%
Total	2,607	19,717	100%

1995 Employment by Number of Employees at Site³

<u>Employees</u>	<u>Sites</u>	<u>Employment</u>	<u>Share</u>
10 or fewer	2,286	8,443	43%
11-50	274	5,239	27%
51-100	27	1,886	10%
101-500	19	3,565	18%
More than 500	1	584	3%
Total	2,607	19,717	100%

1. Controlled to State of California Employment Development Department estimates of self-employed and domestic workers and average annual employment by industry for the San Diego region.

2. Includes domestic workers.

3. Excludes self-employed and domestic workers.

SERIES 8 REGIONAL GROWTH FORECAST **1990 - 2015**

CITY OF ENCINITAS					1990 - 2015 Change		1990-2015 Avg. Annual
The 2000 and 2005 residential forecasts are consistent with adopted land use policies. The 2015 forecast may exceed the capacity specified in or implied by current general and community plans.					Absolute	Percent	% Change
	1990	2000	2005	2015			
TOTAL POPULATION	55,386	62,760	64,526	69,576	14,190	25.6%	0.9%
Household	53,499	60,950	62,534	67,224	13,725	25.7%	0.9%
Group Quarters	1,887	1,810	1,992	2,352	465	24.6%	0.9%
TOTAL HOUSING UNITS	22,123	23,108	23,912	26,329	4,206	19.0%	0.7%
Single Family	15,916	16,754	17,474	19,802	3,886	24.4%	0.9%
Multiple Family	5,233	5,379	5,463	5,748	515	9.8%	0.4%
Mobile Homes	722	723	723	527	-195	-27.0%	-1.3%
Other Units	252	252	252	252	0	0.0%	0.0%
OCCUPIED HOUSING UNITS	20,782	22,259	23,118	25,543	4,761	22.9%	0.8%
VACANCY RATE	6.1%	3.7%	3.3%	3.0%	-3.1%	-50.8%	-2.8%
PERSONS PER HOUSEHOLD	2.57	2.74	2.70	2.63	0.06	2.2%	0.1%
TOTAL EMPLOYMENT	23,123	23,984	25,126	26,317	3,194	13.8%	0.5%
Civilian	23,123	23,984	25,126	26,317	3,194	13.8%	0.5%
Agriculture & Mining	2,298	2,171	2,160	2,129	-169	-7.4%	-0.3%
Construction	1,652	1,522	1,763	1,861	209	12.7%	0.5%
Manufacturing	778	852	596	586	-192	-24.7%	-1.1%
Transp., Commun., & Util.	399	535	538	580	181	45.4%	1.5%
Wholesale Trade	890	933	807	958	68	7.6%	0.3%
Retail Trade	6,933	6,631	6,776	7,152	219	3.2%	0.1%
Fin., Ins., Real Estate	1,382	1,487	1,646	1,776	394	28.5%	1.0%
Services	6,745	7,682	8,321	8,548	1,803	26.7%	1.0%
Government	2,046	2,171	2,519	2,727	681	33.3%	1.2%
Uniformed Military	0	0	0	0	0	--	--
TOTAL ACRES	11,527	11,527	11,527	11,527	-0	-0.0%	0.0%
Developed Acres	7,640	7,967	8,187	9,483	1,844	24.1%	0.9%
Low Density Single Family	760	829	829	1,321	561	73.9%	2.2%
Single Family	4,342	4,550	4,734	5,506	1,164	26.8%	1.0%
Multiple Family	593	608	617	646	52	8.8%	0.3%
Mobile Homes	79	79	79	66	-13	-16.2%	-0.7%
Other Residential	9	9	9	9	0	0.0%	0.0%
Industrial/TCU/Wholesale	55	60	64	65	10	18.7%	0.7%
Retail	607	612	631	635	28	4.7%	0.2%
Office	31	48	52	55	24	76.7%	2.3%
Schools	205	205	205	205	0	0.0%	0.0%
Agriculture & Extractive	0	0	0	0	0	--	--
Parks	752	752	752	752	0	0.0%	0.0%
Roads & Freeways	207	215	215	223	16	7.6%	0.3%
Vacant Developable Acres	1,870	1,543	1,324	27	-1,844	-98.6%	-15.6%
Low Density Single Family	884	503	503	11	-873	-98.7%	-16.1%
Single Family	883	978	782	1	-883	-99.9%	-25.7%
Multiple Family	14	8	7	0	-14	-99.7%	-20.9%
Industrial/TCU/Wholesale	16	11	7	6	-10	-62.2%	-3.8%
Retail	29	23	8	5	-24	-84.0%	-7.1%
Office	28	11	7	4	-24	-84.4%	-7.2%
Schools	0	0	0	0	0	--	--
Agriculture & Extractive	0	0	0	0	0	--	--
Roads & Freeways	16	9	9	0	-16	-99.6%	-19.5%
Constrained Acres	2,017	2,017	2,017	2,017	0	0.0%	0.0%
GROSS EMPL. DENSITY	25.8	25.9	26.4	27.4	1.7	6.4%	0.2%
GROSS RESID. DENSITY	3.8	3.8	3.8	3.5	-0.3	-8.8%	-0.4%

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Source: Series 8 Regional Growth Forecast (Interim Forecast, 5/95), SANDAG

05/22/95